



Ad-Visor

Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

It affords me much pleasure to have the opportunity (presented by your campaign for good advertising) to sound a note of praise in appreciation of one establishment in this city which, in my humble opinion, rises head and shoulders above any retail shop on the globe. My first experience with this firm happened as follows: On my way to business one morning I noticed their advertisement in The Tribune, and, having only a small amount of money on my person, I acted on the impulse of the moment, I entered the store, approached the credit desk and handed my card to (apparently) a junior clerk. Before the young man had an opportunity to decide whether my credit was good, bad or indifferent, another young gentleman entered the office, very quietly, and himself, "My card, please," and, without a moment's hesitation, "Mr. Adams, your account is now opened." That was all; just a glance, a smile and a prompt acquiescence. If this was not applied psychology, pray, what was it? You can readily appreciate my gratification and the respect that such treatment engendered for a house which had employees that knew enough when to let a chance, rather than haggle over a prospective customer's bank balance.

Some time later I purchased a pair of tan shoes from the concern, which showed a slight wrinkle across the upper; the selection and responsibility for accepting something I was not quite pleased with was wholly mine. On bringing the shoes back to have the wrinkle straightened out, I was again surprised and pleased to have the salesman suggest that I return them, even though I had worn them several days. This proposition, of course, I would not accede to. On another occasion I was walking along Thirty-fourth Street with a friend who had just landed from Europe. "Come in here," I said, "I want to purchase a pair of boots." I selected, but on going out the store, after saying, "Charge them," and not a shadow of an inquiry was made as to my identity. My friend expressed surprise at what seemed to him rather loose business methods; but when I told him there and then that the store gave money back at any time a customer had a fancied or real grievance to adjust, he seemed to think that he had arrived in a land where the millennium had preceded him. These incidents happened in the stores of Rogers Peet Company.

Furthermore, I have watched the development of advertising reliance in the United States for over forty years, and I believe I am correct in stating that this house was among the first, if not the very first, to develop the advertising slogan, "We are here," in contrast with the exaggerated absurdities that obtain even to this day.

Some one has said that he would rather be the writer of a nation's songs than be the author of any other literary accomplishment; you, of course, are familiar with the quotation. I respectfully submit that the writer of a nation's advertising presents no mean opportunity for the elevation of the public mind. Europe may cynically allude to us as a nation of shopkeepers, but when you are very liable obsequious, groveling and often unkindly, many treatment you receive to encounter there, the chief of which is the American surety here in dealing with a house like this, we Americans surely have something to be very proud of.

So far as the Ad-Visor's information goes, Rogers Peet & Co. were the pioneers of straightforward advertising of clothing, in New York, at least. Other stores are now measuring up to their standard. Many others return money without haggle or question. But for their influence for good upon local standards of advertising and merchandising, the concern deserves the credit which its enthusiastic advocate accords to it.

I am wondering whether you have any idea of the filthy and crooked ads. published in our own update newspapers. I enclose a few samples; also an editorial in the same issue. What kind of mind is it which can associate itself with and accommodate itself to this kind of which can associate itself with and accommodate itself to this combination of smug editorial and swindling advertising matter?

"Smug" is the word. Under the caption of "Newspaper Betterment" "The Morning Herald" of Gloversville and Johnstown, N. Y., editorializes to this effect: "Candor, cleanliness, intelligent treatment, from the editorial page through all departments, are the increasing aim. . . . The dishonest or venal sheet serving false gods is still with us, but is soon recognized as such by intelligent opinion, and weighs little. . . . Then one turns to the advertising columns and finds every and quackery rampant, and even an ill-concealed abortion lurk holding out its foul and false hopes. The owners of the newspaper, Andrew Peck, of Brooklyn, N. Y., and Fred B. King and Emmett H. Cullings, of Gloversville, N. Y."

There are sheep and goats among customers as there are among advertisers, and in about the same proportion. Where do our boasted always detect the lie in an advertisement, common sense come in? We always suspect some trick of the magician on the stage, we believe in fairy tales only for children, but accept anything, it would seem, which uses the medium of the printed advertisement.

I would classify among the advertisements which makes extravagant promises (holding out a miracle or glorified charity). I often have occasion to disclaim being lucky in my dealings with business firms, but pin my faith to certain principles. Fundamental business firms, and pin my faith to certain principles. Fundamental business firms, and pin my faith to certain principles. Fundamental business firms, and pin my faith to certain principles.

I will give one instance out of many that I might relate from my own experience. Last summer I purchased a silk sweater at Abercrombie & Fitch's, West Thirty-sixth Street, New York City. At home I discovered a defect and asked them to remember that the business world is constantly experimenting to give us something new and better, and so long as there is no such thing as infallibility, there are bound to be mistakes, but the marvel is in the way the reputable business world stands ready to suffer all consequences and "make good." This, to me, is the real marvel of the twentieth century; because it is the claims of the faker are nil.

Golden rules for the shopper are these in the thoughtful and acute letter of Miss Gerlach. They will repay a careful reading.

I have been much interested in the splendid advertising of the Aeolian Company and recently purchased one of their Vocalions with the Gradola attachment. This machine is in many ways a remarkable instrument and fully merits the devotion of it "the honor of rich, tone that you can play." It is quite fair, however, to say that it is the only phonograph that you can really play, and that the Gradola attachment is exclusive with the Vocalion? This is intended to suggest, at least, that it is the only machine having a method of tone control, while, as a matter of fact, the Sonora, also advertised in The Tribune, and some of the Columbia models, have a tone modifier quite as effective as the Gradola. It is true that there are several points of superiority in the Gradola over other methods of tone control, and it would seem to me far better for the Aeolian Company to emphasize these rather than seem to claim an exclusive feature that is found in other machines, but under different names. The Vocalion can stand comparison and does not need to claim an exclusive feature which is merely superior.

F. E. H.

More painting of the Lily! A first-class article deserves first-class advertising. Claims which cannot be supported are not first-class advertising. They may indicate disregard of fact on the part of the advertiser—or quite as probably—lack of the skill required to write "copy" which shall be at once accurate and convincing.

I am inclosing a booklet sent to me by the Rubsam & Hornman Brewing Company. While my knowledge of chemistry is very limited, there are statements in the paragraph which I have marked which I feel are far from facts. I therefore submit this booklet to the Ad-Visor.

L. H. CONNETT.

"Beer is nourishing and has been proven to be, in fact, a LIQUID BREAD," claims the Rubsam & Hornman pamphlet. Maybe, and a cocktail, I suppose, is a scrambled egg, and gin is mince-pie under glass. Yet one thought gives me pause as I prepare to swallow whole the thesis of the bewitching company. In a considerable experience I have the thesis of the bewitching company. In a considerable experience I have the thesis of the bewitching company. In a considerable experience I have the thesis of the bewitching company.

SANGER TRIAL UP MONDAY

Delegation of Women Will Escort Defendants to Court.

Advocates of birth control will again be represented in a delegation of women who will escort Mrs. Margaret L. Sanger to court Monday, when her trial for sending birth control literature through the mails begins. Members of the Sanger defense committee, headed by Rose Pastor Stokes, will be prominent in the delegation. The trial, postponed January 12 by Judge Clayton in the Federal Court, will be resumed in Room 331 in the Postoffice Building. It was said yesterday that the prosecution was ready to continue the case, which has met with numerous setbacks since originally instituted.

FIRST GUM MAKER DEAD

John Colgate, Mixing Balsam and Chicle 45 Years Ago, Started Trade.

Louisville, Feb. 1.—John Colgate, said to be America's first chewing gum manufacturer, died at his home to-day at the age of seventy-five years. Forty-five years ago, while engaged in the drug business in Louisville, Mr. Colgate hit on a combination of balsam tolu and chicle, out of which grew the present vast chewing gum industry. Mr. Colgate later created a factory, which was absorbed in 1911 by a large New York concern.

BLOOD FOR GAS VICTIM

Girl Improves After Transfusion, but Is Still Unconscious.

Palisades, N. Y., Feb. 1.—Miss Mota Schnaars, the eighteen-year-old niece of Mr. and Mrs. Andrew Fink, of Bluff Road and Anderson Avenue, who has been unconscious since last Wednesday from inhaling illuminating gas and who yesterday underwent a transfusion of blood, was thought to be a little revived this afternoon, though she still remains in a comatose condition. Dr. Edward Lindeman says it may take two or three days to develop any real change in the patient, and so her continued unconsciousness is not cause for any uneasiness.

POLICEMAN TWICE PRAISED BY WOODS

"Honorable Mention." Second Highest Award for Bravery.

Doubly Won by Conkling.

"Honorable mention," next to the highest award for valor or meritorious performance of duty, was accorded to Patrolman Thomas H. Conkling, of West 123d Street station, twice since Friday. The first was earned by killing a hold-up man who was escaping; the second, given yesterday, by saving two persons from drowning at Rockaway last Fourth of July.

Commissioner Woods also announced that he had awarded Acting Detective Sergeant Margaret Whitehurst, of Special Squad 1, by giving her "commendation," Mrs. Whitehurst, in August, with three other members of the squad, obtained evidence which convicted several "white slaves."

"Honorable mention" was also won by George F. Haggerty, of the Fifth Avenue station, Brooklyn. In July he broke down the door of an apartment house after a desperate fight, arrested an Italian who had shot and killed a countryman.

The names of thirty-one members of the department who had won awards, including the three mentioned, were made public. Within the last two weeks the Commissioner had rewarded in all seventy-seven men for good police work.

ORVILLE WRIGHT SUE

Broker Wants \$50,000 for Selling 7,760 Shares of the Inventor's Stock.

A writ of attachment against Orville Wright for \$50,000 was issued by Judge Julius M. Mayer, in the Federal Court, yesterday. The writ was sued out by Pliny W. Williamson, of Scarsdale, who has offices at 115 Broadway. Mr. Williamson alleges breach of contract in commission for selling 7,760 shares of the stock Orville Wright held in the Wright Company.

Mr. Williamson says he made demands for \$50,000 on Wright, but was never paid. The action was started last November in the New York State Supreme Court, but was transferred to the Federal courts because Mr. Wright is a resident of Dayton, Ohio.

Plays and Players of the Film World

Joan Sawyer, a dancer, has taken to motion pictures and from all reports is covering herself with considerable glory.

Jack Barrymore, whose Uncle Sidney is film star and whose sister Ethel is a play actress, is limping slightly the result of a bout with a steamer trunk. The incident happened during the filming of a storm scene aboard a special brand of ship at the Famous Players' Studio in West Fifty-sixth Street.

Vivian Reed, of Selig, admits to liking anemic blue as her favorite color, and Kathryn Williams is a reformed soprano.

Mr. and Mrs. Sidney Drew will make their debut under Metro auspices in "Sweet Charity." The second play will be "The Swimmers." Mr. Drew appears in thirty-four out of the thirty-five scenes in the first play, the exception being a scene in which a common or garden variety of maid opens a mere door. Otherwise, Mr. Drew, who directed the play, is the star.

The Kingston, N. Y., Young Men's Christian Association has established a full-fledged motion picture theatre in its auditorium, seating 750.

The film world is wondering what has happened to Charles Chaplin, for Essanay has not released a Chaplin film for some weeks. The much advertised Chaplin burlesque on "Carmen" has not yet seen the screen. But the public need not despair, for Howard Hickman has raised a Chaplin pastiche, even if he hasn't Chaplin feet.

The last scenes of the Lasky version of "The Trail of the Lonesome Pine" are being taken by Fred Hill in the mountains of California.

Virginia Pearson, who recently joined the Lasky forces, will shortly begin work on her first feature under the Fox banner, appearing as a modern Cleopatra.

I. R. T. REFUSED TO FIGHT EDISON

Scorns \$2,000,000 in Under-selling Light Co.—Thompson Hints Agreement.

How the Interborough company will give up the opportunity to make from \$2,000,000 to \$2,500,000 a year by selling its surplus electric power at a rate far cheaper than sold by the Edison company was brought out at yesterday's session of the Thompson committee.

PATENT ROYALTIES STILL PUZZLE HEDLEY

Railway Manager Says He Keeps No Books—Gun Hill Realty Firm Under Fire.

Frank Hedley, vice-president and general manager of the Interborough was on the stand at the time. By a series of seemingly innocuous questions about electric power Senator Thompson and Bainbridge Colby, counsel to the committee, led up to the most important development of the day. "Did the plan fall through because of an understanding between the Interborough and the Edison company?" asked Mr. Colby.

"Not that I know of," said Mr. Hedley. Mr. Colby, who did not seek to hide his incredulity, asked if there was any sphere of influence recognized by the two companies. Mr. Hedley replied he knew of none. He said there had been several conferences over the plan to sell the surplus power, at which T. F. Shonts, Samuel Undermyer, the late Andrew Freedman and the witness attended.

Mr. Hedley testified that he did not know how much money the forty patents he owned brought him annually. He said he kept no books or memoranda. Twenty-six of these patents, he admitted, were now in use by the Interborough and the elevated roads. An idea of the large royalties some of these patents carry may be gleaned from the following record produced by the witness after the noon recess: For steplike car patents, \$11,000; to Mr. Hedley and a like amount to Mr. Doyle for the two years ended December 12 last; to the Westinghouse Air Brake Company he and Doyle received \$8,500 each in two years for safety appliance royalties; from the Interborough and the Manhattan Elevated he and Doyle received \$12,500 each in two years for the use of the coasting clock for thirty months; for his anti-climber device he received \$2,750 from the Interborough in three years; from the Railway Improvement Company (a transit supply corporation) he received \$18,750 in the three years ended last October; he and Doyle received from the same company \$182,500 each from September 23 to December 14, 1915.

Doesn't Know He's President.

Mr. Hedley said he owned 187 shares of stock in the Computing, Tabulating and Recording Company, which supplies the Interborough with counting clocks at \$7.50 each. The stock, he said, was purchased for \$25,000. He owned bonds in the company for which he paid \$19,000. This, he said, he did not regard as a large holding.

Mr. Hedley testified that he at one time was practically the owner of the Railway Improvement Company, and was interested in it for a time to quote figures to the Interborough. Andrew J. Pizzini, of the Hotel Ansonia, was then called. He said he first met Mr. Hedley six years ago, when he was employed as a sales manager for the Railway Improvement Company. This company was formed originally by Mr. Hedley to put his patented streetcar device on the market.

Mr. Pizzini testified he bought \$25,000 of the stock, which was held by Mr. Hedley and Mr. Doyle, paying \$10,000 cash and \$15,000 in notes. This transaction was completed after the Thompson committee started its investigation a year ago. The stock now pays 30 per cent dividends. He denied there was any agreement between him and the sellers of the stock for its repurchase. He also testified Hedley and Doyle knew the stock would pay dividends when they disposed of it.

He then told how he paid \$25,000 five years ago for a one-eighth interest in the Gun Hill Realty Company at Mr. Hedley's suggestion. Hedley, he said, ran the company, and owned a one-fourth interest in it. The property some 200 acres, is on the line of the proposed subway, and a station is being built on the property.

"Where is the Gun Hill Realty Company's office?" asked Mr. Colby. "In Mr. Hedley's office, 165 Broadway, I think," said Mr. Pizzini.

DU PONT FACTORY WRECKED

Shenandoah, Penn., Feb. 1.—About 15,000 pounds of powder exploded in the mixing house at the Du Pont Company's plant at Erndale, near here, to-day.

The building, a one-story structure, was destroyed, but so far as can be ascertained, no one was injured. All wires to the plant, which is located several miles from the country from Erndale, were destroyed by the explosion, and the details and cause are not known.

BIG GUNS LOST AT SEA

Barge Capsizes at Port Orchard Bay Steamer Passes By.

Bremerton, Wash., Feb. 1.—Three 8-inch turret guns removed from the cruiser Colorado for shipment to Washington went into the Port Orchard Bay to-day by the capsizing of a barge. The guns were being taken to Seattle by rail, and were from a passing steamer tilted the barge. The guns with the cars on which they were loaded were valued at \$150,000.

ACCEPT WHITMAN TRIP BILL

Itemized Voucher for \$20,760.14 Passed by Controller Travis.

Albany, Feb. 1.—The itemized voucher of \$20,760.14, the expenses of Governor Whitman's party to the Panama Pacific Exposition, was received and accepted to-day by Controller Travis. When the bill for the Governor's trip was originally presented recently it was sent back by the Controller for itemization. The itemized bill shows the following payments: Railroad fare, \$11,927.50; Pullman fare, \$5,215.67; parking at Salt Lake City, \$30; dining car service, \$3,579.20; newspapers and magazines, \$9.77.

BREITUNG & CO. SUE

H. Clay Howard Wants \$628,558 Commission on Peruvian Contract.

H. Clay Howard, formerly American Minister to Peru, brought suit yesterday for \$628,558 for breach of contract against Breitung & Co., Inc., of which Edward N. Breitung is the head. Howard says that he was engaged by the Breitung concern to obtain a contract to put into effect an irrigation and colonization plan of the Peruvian government, for which \$2,000,000 had been appropriated in Lima. After his term of office under the Taft administration expired, Howard went to Peru and obtained an alleged contract. He says that Breitung approved the draft of the contract, which required that a deposit of \$20,000 be placed in a New York bank before the contract was made. Howard says that Breitung called him that the deposit had been made.

\$1,500,000 SUIT OVER DRUG TRADE

Boycott Alleged in Plot Charges Made by John D. Park & Sons.

Suit for treble damages aggregating \$1,500,000 was brought yesterday in the Federal courts under the Sherman and Clayton acts against the alleged drug trust by John D. Park & Sons, a Kentucky corporation.

MURDER REVEALS LONGSHORE PLOT

Non-Union Men Charge They Were Driven to Join Association.

District Attorney Swann announced last night that he is investigating charges that representatives of a longshoremen's association have employed gunmen and even committed murder in order to coerce freight handlers on the North River piers below Fifty-seventh Street into joining their union. The allegations grew out of the investigation of the murder of Alexander Yernasovitch, who was shot a week ago last Monday during a rampup between union and non-union longshoremen on the pier of the Over-the-Sea Company, Twelfth Avenue and Fifty-seventh Street.

PROTECTED BY GUNS, SLAYER STROLLS AWAY

Prosecutor Will Take Up Accusations Against Organization—On Trail of Assassins.

According to Assistant District Attorney Mancuso, eight witnesses have been examined, and their testimony points to a man known as "Louey," alias "Dan," alias "Andy," as the murderer. He is still at large. The police description of "Louey" is that he is about twenty-one years of age, 5 feet 8 inches tall, weighing 140 pounds and smooth shaven, of a fair complexion and wearing a dark suit and a light chinchilla hat.

OPEN FIRE LIGHTS IRWIN WEDDING

Writer Marries Mrs. Inez H. Gilmore—Will Spend Honeymoon on Battle Fronts.

The open fire has long been the symbol of genius in New York. If the divine fire burned in your soul, you couldn't be happy until you found a studio in Greenwich Village in a house that had no furnace. Maybe this love of the genius for the flame had something to do with Mrs. Inez Haynes Gilmore's choosing dark-colored silk for her wedding gown and that her marriage to Will Irwin was solemnized last night before an open fire in the home of her sister, Mrs. Paul Thompson, at 47 Washington Square. Anyway, it was a charming scene, with the soft firelight flickering on Mrs. Thompson's old bronzes, and lighting up the masses of flame-colored tulips and the jonquils with which the studio was decorated.

THE CINDERELLA MAN

A New Comedy by Edward Clarendon.

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